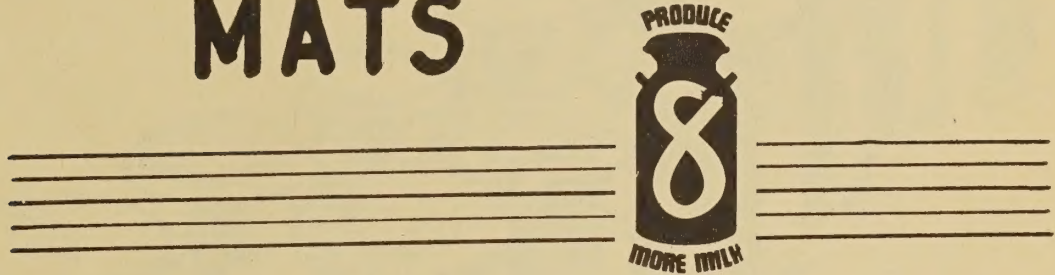


# Proofs

## OF 8-POINT MILK PRODUCTION MATS



This flyer contains actual-size proofs of the series of mats made available free of charge by the Dairy Industry Committee in support of the national 8-point milk-production program for 1944 of the War Food Administration, the United States Department of Agriculture, and the State extension services, in cooperation with the Dairy Industry Committee. County agents can obtain mats from their State extension editor. It is suggested that county agents, working with local representatives of the Dairy Industry Committee, inform possible local advertisers and local newspapers of the availability of these mats. Nine of the mats are of the local sponsorship type, and three are special features for general, unsponsored use in promoting this program.

**EXTENSION SERVICE**  
**War Food Administration**  
**March 1944**

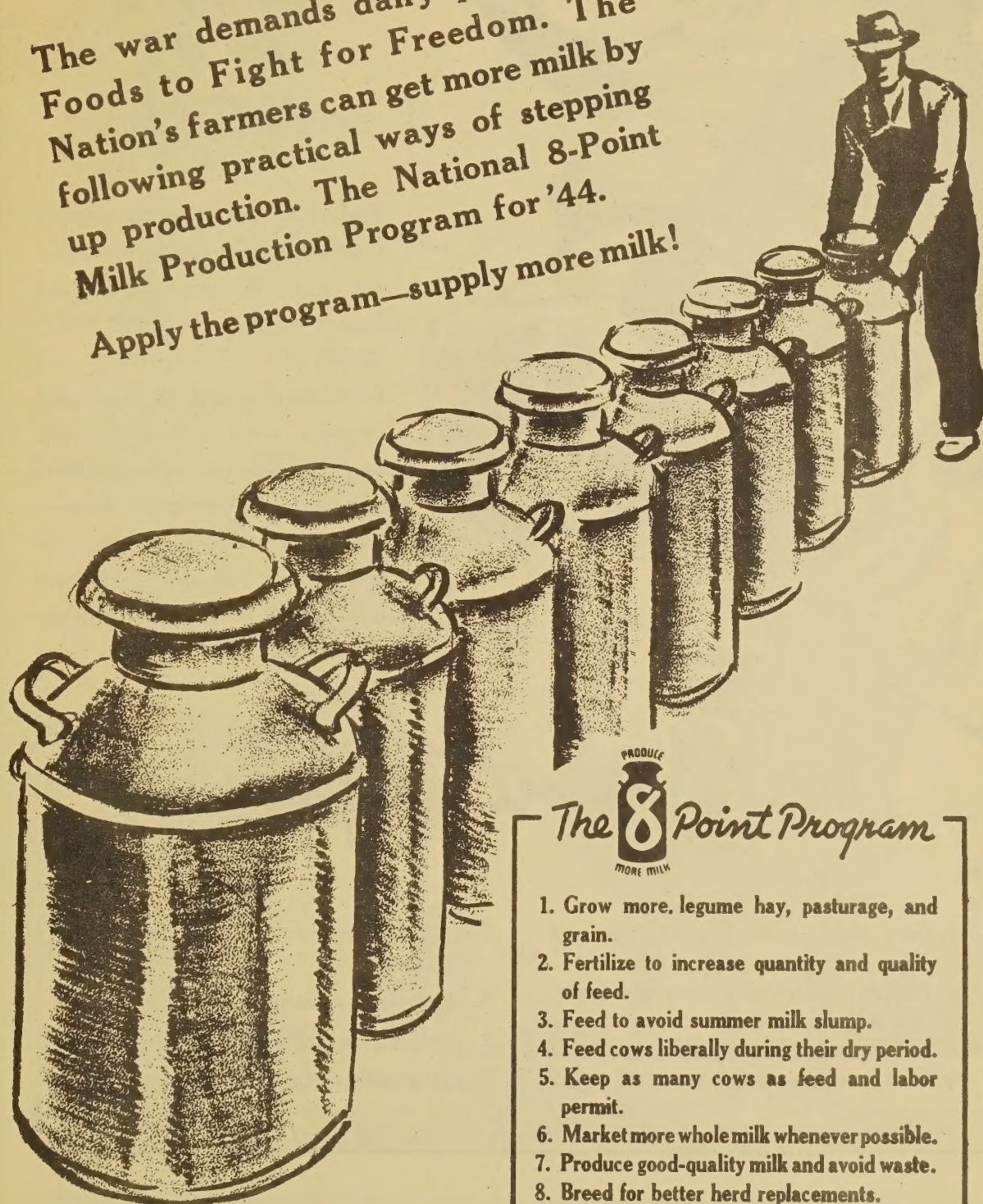
1.913  
D21974

8-10-10  
NORTH DAKOTA  
STAM

ALL  
11

# WAR CALLS FOR MORE MILK!

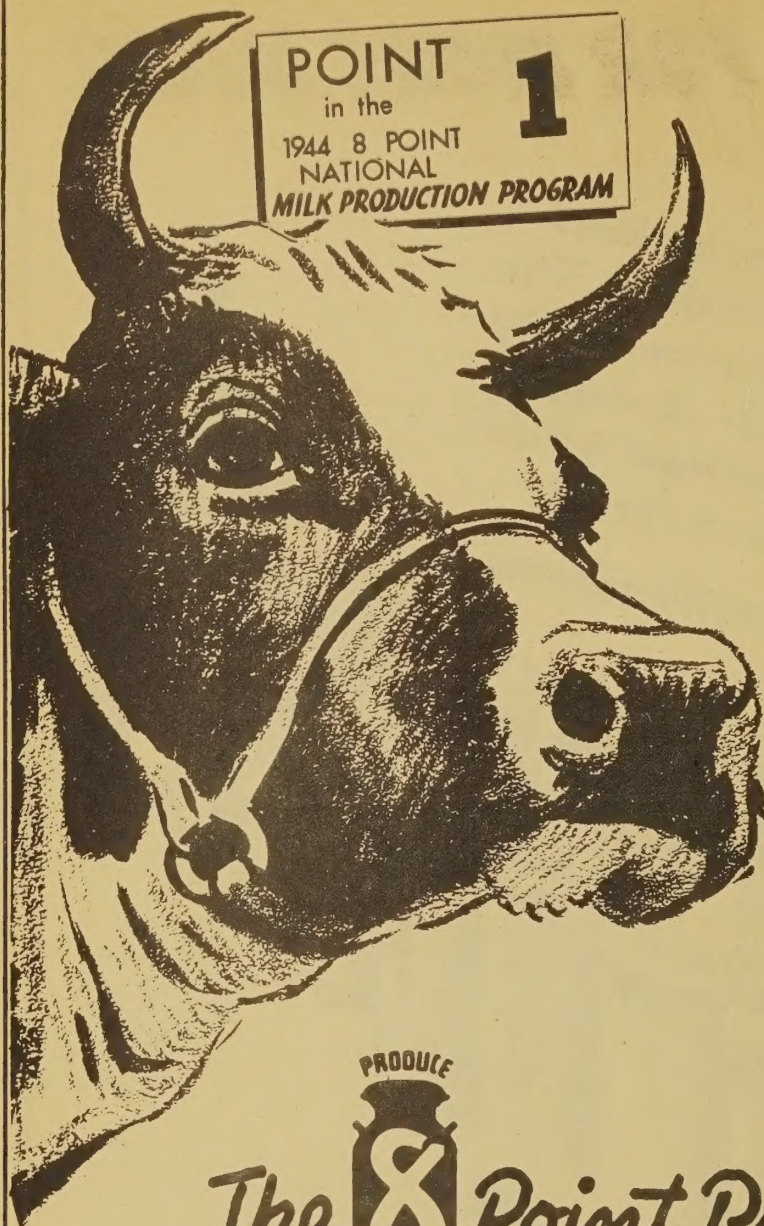
The war demands dairy products—  
Foods to Fight for Freedom. The  
Nation's farmers can get more milk by  
following practical ways of stepping  
up production. The National 8-Point  
Milk Production Program for '44.  
Apply the program—supply more milk!



## The Point Program

1. Grow more legume hay, pasturage, and grain.
2. Fertilize to increase quantity and quality of feed.
3. Feed to avoid summer milk slump.
4. Feed cows liberally during their dry period.
5. Keep as many cows as feed and labor permit.
6. Market more whole milk whenever possible.
7. Produce good-quality milk and avoid waste.
8. Breed for better herd replacements.

SPONSOR



## ***THIS IS IMPORTANT TO BOTH OF US, MISTER!***

It takes both roughage and concentrated feed for full-capacity milk production—but concentrates are expensive and hard to get this year, **ESPECIALLY THOSE HIGH IN PROTEIN . . .** Good legume hay and silage, and good pasturage, would supply much of the needed protein—an abundance of these feeds would also save much of the grain and other concentrates required . . . So take a tip from me, Mister—For more milk and more profit, grow more legume hay, pasturage and grain.

### **PRODUCE** **The 8 Point Program** **MORE MILK**

1. Grow more legume hay, pasturage, and grain.
2. Fertilize to increase quantity and quality of feed.
3. Feed to avoid summer milk slump.
4. Feed cows liberally during their dry period.
5. Keep as many cows as feed and labor permit.
6. Market more whole milk whenever possible.
7. Produce good-quality milk and avoid waste.
8. Breed for better herd replacements.

## ***SPONSOR***

# FERTILIZERS PAY!

**POINT 2**  
in the  
1944 8 POINT  
NATIONAL  
MILK PRODUCTION PROGRAM

PRODUCE  
**The 8 Point Program**  
MORE MILK

1. Grow more legume hay, pasturage, and grain.
2. Fertilize to increase quantity and quality of feed.
3. Feed to avoid summer milk slump.
4. Feed cows liberally during their dry period.
5. Keep as many cows as feed and labor permit.
6. Market more whole milk whenever possible.
7. Produce good-quality milk and avoid waste.
8. Breed for better herd replacements.

Good forage and lots of it is needed for heavy milk production—both hay and pasture land will produce more and better forage if properly fertilized . . . Barnyard manure improves pasture and hay yields—use it as far as it will go. Commercial fertilizers and lime pay too, but different soils require different treatment—use them as advised by your county agent or State specialist.

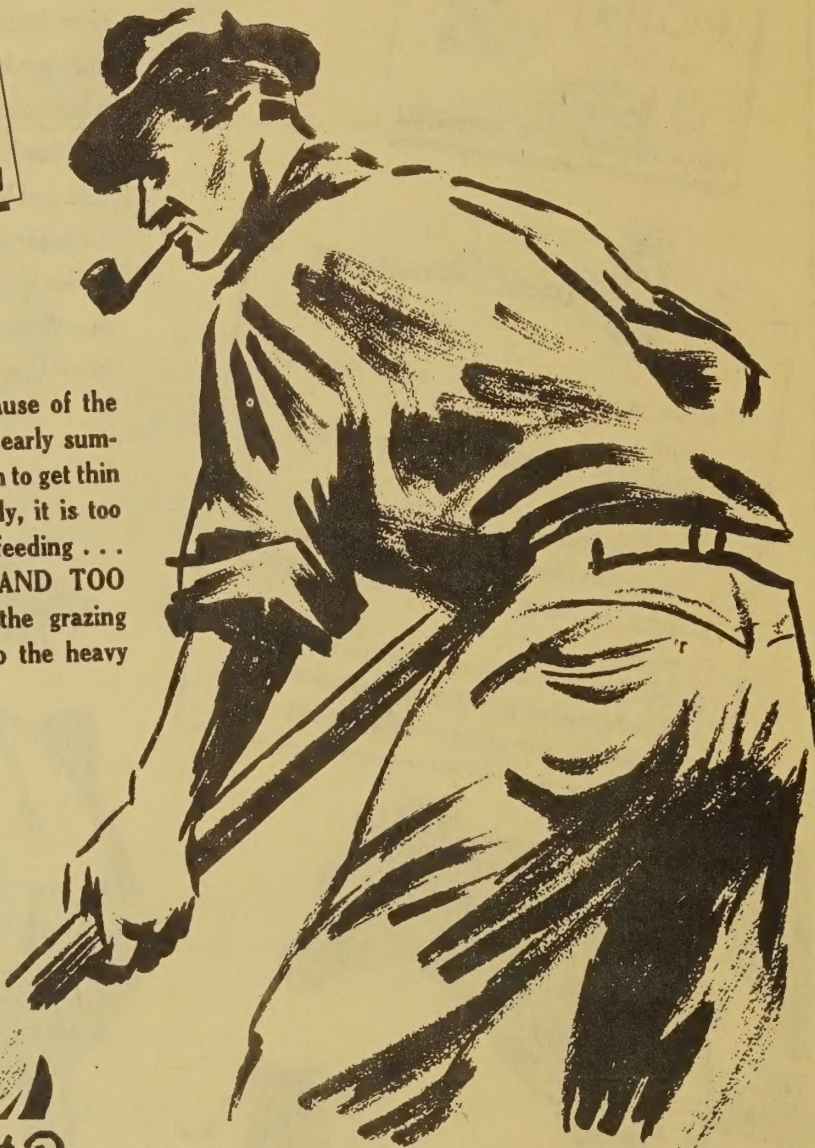


SPONSOR

# FEED TO AVOID SUMMER MILK SLUMP

**POINT 3**  
in the  
1944 8-POINT  
NATIONAL  
MILK PRODUCTION PROGRAM

Too little feed is the principal cause of the rapid decline in milk flow in the early summer . . . By the time the cows begin to get thin and milk flow drops off noticeably, it is too late to bring it back by heavier feeding . . . Guard against **TOO LITTLE AND TOO LATE** by keeping hay before the grazing cows at all times—feed grain to the heavy producers.



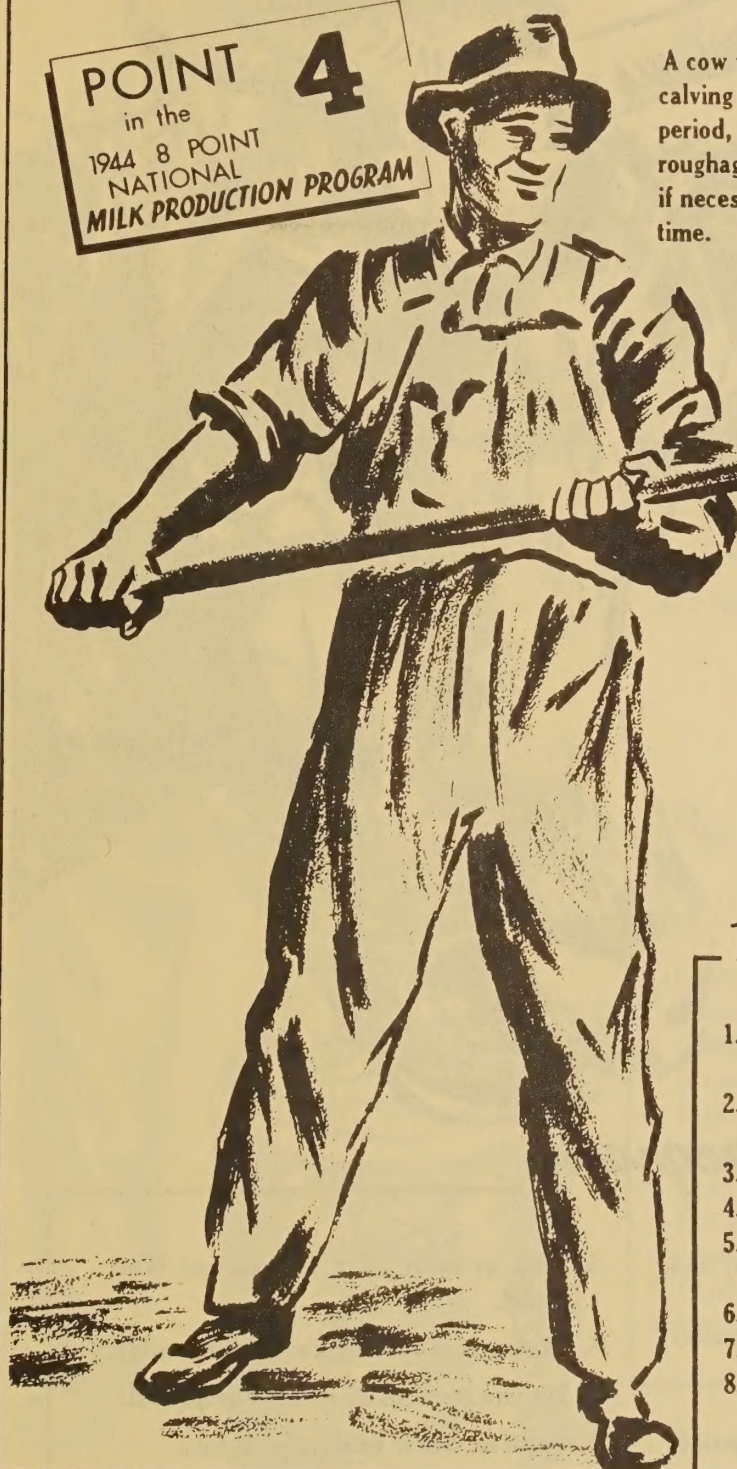
PRODUCE  
**The 8 Point Program**  
MORE MILK

1. Grow more legume hay, pasturage, and grain.
2. Fertilize to increase quantity and quality of feed.
3. Feed to avoid summer milk slump.
4. Feed cows liberally during their dry period.
5. Keep as many cows as feed and labor permit.
6. Market more whole milk whenever possible.
7. Produce good-quality milk and avoid waste.
8. Breed for better herd replacements.

## SPONSOR

# FEED COWS LIBERALLY DURING THEIR DRY PERIOD

**POINT 4**  
in the  
1944 8 POINT  
NATIONAL  
MILK PRODUCTION PROGRAM



A cow will give more milk if she is in good flesh at calving time than if she is thin . . . During the dry period, she should continue to get lots of good roughage—grain feeding should also be continued if necessary, to put her in good condition by calving time.

PRODUCE  
**8**  
MORE MILK  
*The 8 Point Program*

1. Grow more legume hay, pasturage, and grain.
2. Fertilize to increase quantity and quality of feed.
3. Feed to avoid summer milk slump.
4. Feed cows liberally during their dry period.
5. Keep as many cows as feed and labor permit.
6. Market more whole milk whenever possible.
7. Produce good-quality milk and avoid waste.
8. Breed for better herd replacements.

*SPONSOR*

# EVERY COW COUNTS!

**POINT 5**  
in the  
1944 8 POINT  
NATIONAL  
MILK PRODUCTION PROGRAM

## KEEP AS MANY COWS AS FEED AND LABOR PERMIT...

Every milking cow should have all the good roughage she can eat at all times. If the roughage supply is more than enough for the cows on hand, plan to add enough cows to use it up if possible—feeding all of it will add to the Nation's milk supply.

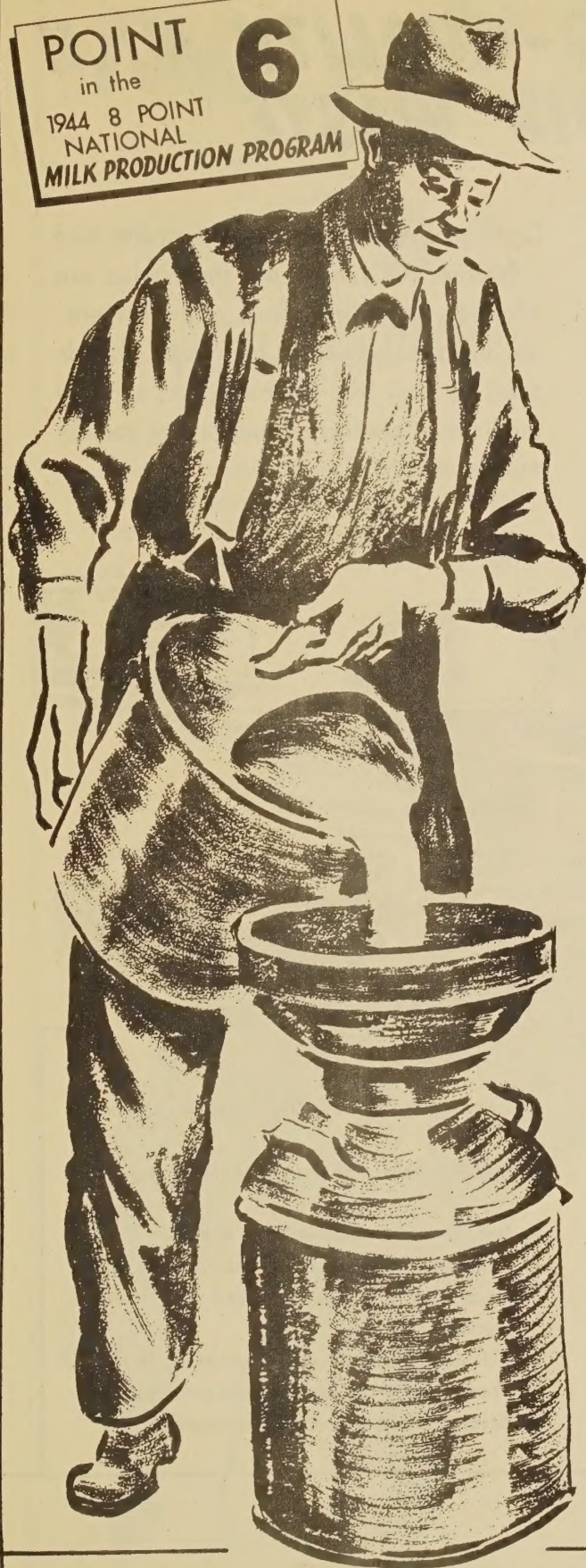


PRODUCE  
**The 8 Point Program**  
MORE MILK

1. Grow more legume hay, pasturage, and grain.
2. Fertilize to increase quantity and quality of feed.
3. Feed to avoid summer milk slump.
4. Feed cows liberally during their dry period.
5. Keep as many cows as feed and labor permit.
6. Market more whole milk whenever possible.
7. Produce good-quality milk and avoid waste.
8. Breed for better herd replacements.

## SPONSOR

**POINT 6**  
in the  
1944 8 POINT  
NATIONAL  
MILK PRODUCTION PROGRAM



## MARKET WHOLE MILK

*Whenever Possible*

Skim milk is vitally needed for human food—fed to farm animals it makes meat and eggs, but it can be used much more efficiently as human food if it is processed for direct consumption . . . Wherever possible market whole milk . . . More milk will be available for food if calves and other farm animals are raised on milk-saving feeds.

PRODUCE  
The **8** Point Program  
MORE MILK

1. Grow more legume hay, pasturage, and grain.
2. Fertilize to increase quantity and quality of feed.
3. Feed to avoid summer milk slump.
4. Feed cows liberally during their dry period.
5. Keep as many cows as feed and labor permit.
6. Market more whole milk whenever possible.
7. Produce good-quality milk and avoid waste.
8. Breed for better herd replacements.

*SPONSOR*

# PRODUCE GOOD-QUALITY MILK AND AVOID WASTE

**POINT 7**  
in the  
1944 8 POINT  
NATIONAL  
MILK PRODUCTION PROGRAM

Good quality milk makes good quality food—Neither the farmer nor the Nation can afford to waste time, feed, and labor producing milk that cannot be used . . . Herds must be kept free from disease; sanitary methods of production and proper cooling are essential.

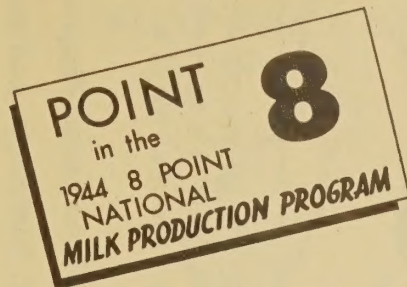


## The 8 Point Program

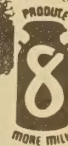
1. Grow more legume hay, pasturage, and grain.
2. Fertilize to increase quantity and quality of feed.
3. Feed to avoid summer milk slump.
4. Feed cows liberally during their dry period.
5. Keep as many cows as feed and labor permit.
6. Market more whole milk whenever possible.
7. Produce good-quality milk and avoid waste.
8. Breed for better herd replacements.

*SPONSOR*

# *This calf will count!*



Breed for better herd replacements . . . No herd is as good as it can be made—every discarded cow should be replaced by a better producing heifer . . . Use the best bull available.



*Point Program*

1. Grow more legume hay, pasturage, and grain.
2. Fertilize to increase quantity and quality of feed.
3. Feed to avoid summer milk slump.
4. Feed cows liberally during their dry period.
5. Keep as many cows as feed and labor permit.
6. Market more whole milk whenever possible.
7. Produce good-quality milk and avoid waste.
8. Breed for better herd replacements.

## *SPONSOR*

HENRY, YOU'RE FORGETTING  
POINT 3 IN THE  
8 POINT PROGRAM!



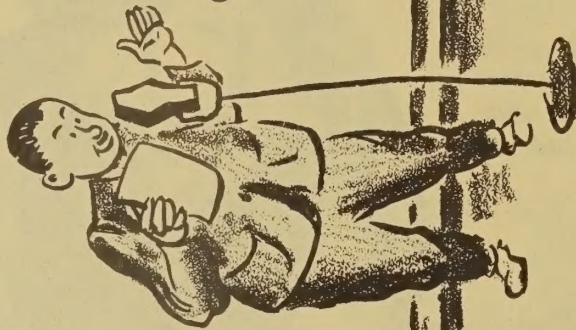
H. Chapman

The war demands dairy products—Foods to Fight for Freedom. The Nation's farmers can get more milk by following practical ways of stepping up production.

The National 8-Point Milk Production Program for '44...

1. Grow more legume hay, pasture, and grain.
2. Fertilize to increase quantity and quality of feed.
3. Feed to avoid summer milk slump.
4. Feed cows liberally during their dry period.
5. Keep as many cows as feed and labor permit.
6. Market more whole milk whenever possible.
7. Produce good-quality milk and avoid waste.
8. Breed for better herd replacements.

INTRODUCING  
THE CHAMP  
IN PERSON!



FRANKLY, I OWE  
MY SUCCESS TO MY  
MANAGER, FARMER  
BROWN, AND THE  
8 POINT PROGRAM!

H. Chapman

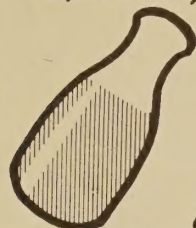
The war demands dairy products—Foods to Fight for Freedom. The Nation's farmers can get more milk by following practical ways of stepping up production.

The National 8-Point Milk Production Program for '44...

1. Grow more legume hay, pasture, and grain.
2. Fertilize to increase quantity and quality of feed.
3. Feed to avoid summer milk slump.
4. Feed cows liberally during their dry period.
5. Keep as many cows as feed and labor permit.
6. Market more whole milk whenever possible.
7. Produce good-quality milk and avoid waste.
8. Breed for better herd replacements.

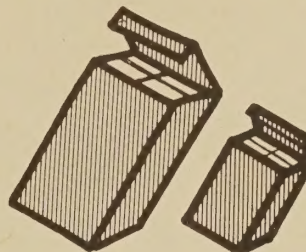
# WHERE DOES OUR MILK GO ?

## FLUID MILK & CREAM (milk equivalent)



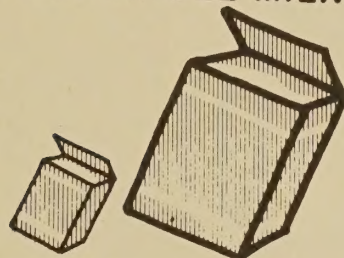
U.S. CIVILIANS	WAR
51,244.0	1,690.0

## BUTTER



U.S. CIVILIANS	WAR
1,556.0	490.1

## DRIED WHOLE MILK



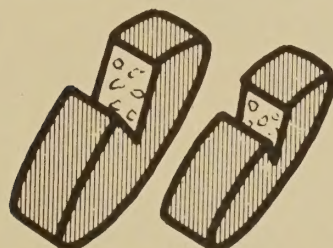
U.S. CIVILIANS	WAR
19.0	111.0

## CANNED MILK (evap. & cond.)



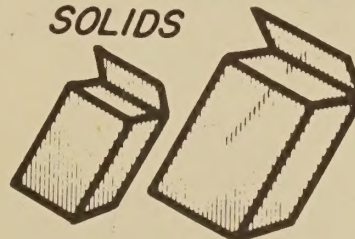
U.S. CIVILIANS	WAR
1,930.7	1,631.5

## CHEESE (all)



U.S. CIVILIANS	WAR
540.0	447.1

## NON-FAT DRY MILK SOLIDS



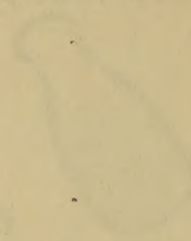
U.S. CIVILIANS	WAR
158.0	333.8

FIGURES UNDER SYMBOLS SHOW MILLIONS OF POUNDS ALLOCATED FOR 1944  
(EXCEPT FOR FLUID MILK AND CREAM, WHICH IS NOT ALLOCATED.)

# WHERE DOES OUR MILK GO?

CONDENSED MILK

FLUID MILK & CREAM

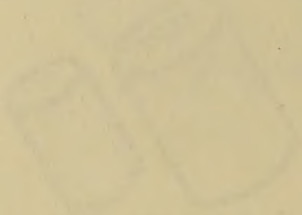


CONDENSED MILK

FLUID MILK & CREAM

CONDENSED MILK

CONDENSED MILK

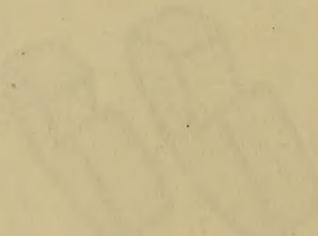


CONDENSED MILK

CONDENSED MILK

CONDENSED MILK

CONDENSED MILK



CONDENSED MILK

CONDENSED MILK

CONDENSED MILK